



30th CPM MOSCOW

Anniversary edition news

- **NEW:** CPM Accessories & Shoes as a new, extended format in hall 2.3
- **NEW:** The MOSFUR tradeshow for fur and leather, for the first time at CPM in hall 25
- **NEW:** Start Up Russia, CPM's new funding programme
- MODE LINGERIE AND SWIM is taking place at the same time in hall 24
- RFRF – RUSSIAN FASHION RETAIL FORUM with forums and panels
- Fashion shows and Designerpool with newcomers

Russia is on the rise once again and CPM has also regained momentum! This was confirmed by **Thomas Stenzel, Managing Director of Messe Düsseldorf Moscow OOO**, who sees CPM as a first-rate order fair, the most important communication platform and a must-attend event for everyone who does business on the Russian market:

“CPM has certainly gained traction once again. We concluded the previous edition with a noticeable plus: 7.42% more professional buyers than in the previous year, from over 50 countries, and 31% more exhibitors than in the previous year, from 27 countries. The general figures also underline the clear upward trend. For 2017, a growth of 5% is expected on the Russian market for clothing and textiles, and optimistic forecasts are even predicting 9%. In August 2017, the price growth was below the expectations of 4% at just 3.3%. The parameters are therefore much better than in previous years.”

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NEWS

With tradition comes responsibility. For the 30th edition of CPM, Messe Düsseldorf Moscow OOO and its German co-organiser Igedo Company are presenting a number of new additions to the event that will further contribute to the dynamic further development of the largest Eastern European ordering fair: one new addition is the **CPM Accessories & Shoes** segment in hall 2.3, which provides Western European brands in particular with new opportunities for expansion on the Russian market. **Christian Kasch, CPM International Project Manager**, said the following:

“The already existing accessories sector is now being rounded off by shoes and positioned as a new segment. Also on the Russian market, buyers are increasingly being asked to offer coordinated concepts and complete assortments. And shoes are an integral part of a fashionable look. The best way to appeal to consumers and gain their loyalty is to offer as many assortments as possible in one store. The matching fashionable shoes open up new business opportunities for the Russian fashion retail trade. Offering head-to-toe looks not only helps stores to provide a better service, but also contributes to the stability of sales figures and overall business development.”

Also new: **MOSFUR**, the new small, exclusive “tradeshow within the tradeshow” in hall 25 that follows the idea of complete fashion segments. The CPM’s long-term market observations of various product and product groups has drawn attention to increasing growth rates in the fur and leather goods sector. In cooperation with Russian partner Kordon, a new tradeshow for fur and leather will be launched for the first time in February 2018. The trade fair dates of the CPM are perfectly in line with the main ordering period for this product segment and fully meet the expectations of the new exhibitors. This new area, which according to **Nikolay Yarzew, CPM’s Russian Project Director**, should be highly interesting for Western European brand-name manufacturers in particular, will be opening its doors at the upcoming edition of CPM in hall 2.5.

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The third new feature of the 30th edition of CPM is the **StartUp Russia Funding Programme**. The aim is to support and promote small businesses that produce their own collections. *“The development of the Russian fashion market also depends on the promotion of smaller Russian companies, for which participation in trade fairs poses a particular challenge. This is why it is so important to us to also support new labels that we are presenting for the first time at the upcoming CPM in February and to also contribute to their expansion,”* says **Nikolay Yarzew**.

CLASSICS with a new twist

MODE LINGERIE & SWIM, another “tradeshow within the tradeshow” for lingerie and swimwear fashions in cooperation with Eurovet from Paris in hall 24, is regarded as a firmly established partner of CPM. The presentation of leading international manufacturers is also experiencing a wind of change with impressive trend zones including special line-ups and the showcasing of new collections. The same applies to the **RFRF – Russian Fashion Retail Forum** and the reviews as well as the trend overviews, which are planned to breaking up the whole ordering aspect with new, fresh insights, expert analyses, lectures and presentations. Another new element is the integration of the discussion panel by the Fashion Consulting Group and PROfashion Consulting, which Messe Düsseldorf Moscow OOO and the Schneider Group have established to solve possible import-related problems on the Russian market.

And the firmly established international country pavilions, which were already booked up before the official registration deadline, have also been given a new boost. **CPM’s International Project Manager, Christian Kasch**, had the following to say:

“Growth on all levels! And for the country pavilions we also reported a significant increase in the numbers of requests and exhibitors. Especially from Germany and Turkey.”

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INSIDE

Further already established tradeshow segments like **CPM Designerpool**, **Handmade** and **MyCountry** are being permanently developed to promote young talents. Budding designers will be featured in the annual PROfashion Masters contest. In February 2018, the following designers will be presented at the **CPM Designerpool** booth in hall 8.1: KOGEL Fashion House (designers Asya Kogel and Nadya Orlova), Ija Yots and Masha Varlamova each with their eponymous brands, and also Leon Kreifish with his brand Notmysize. And making their debut are leading fashion schools in Russia that will be showcasing their academic programmes and best student work at their booths.

E-SERVICES

The current range of e-services available includes the CPM app, regular newsletters and the Instagram, Facebook and VK accounts that connect people within the CPM world and create an international community feeling.

DATES

30th edition of CPM – Collection Premiere Moscow

19 until 22 February 2018

4 until 7 September 2018

Expocentre Fairgrounds Moscow

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